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July 12, 1960

F. J. OBECK
BRUSH DISPLAY CARD

2,944,665

Filed Jan. 31, 1957

2 Sheets-Sheet 1

FIG. 1

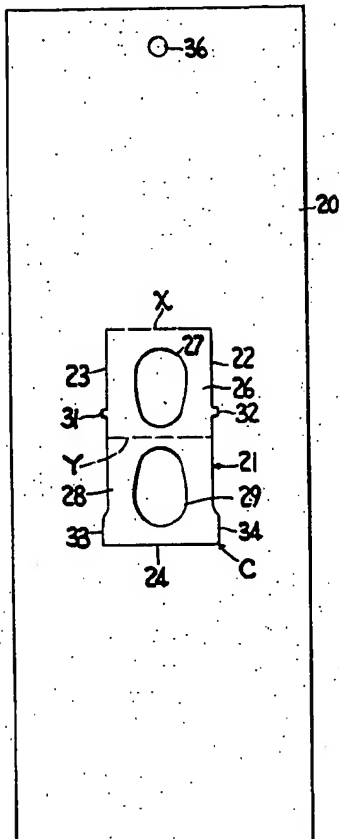


FIG. 2

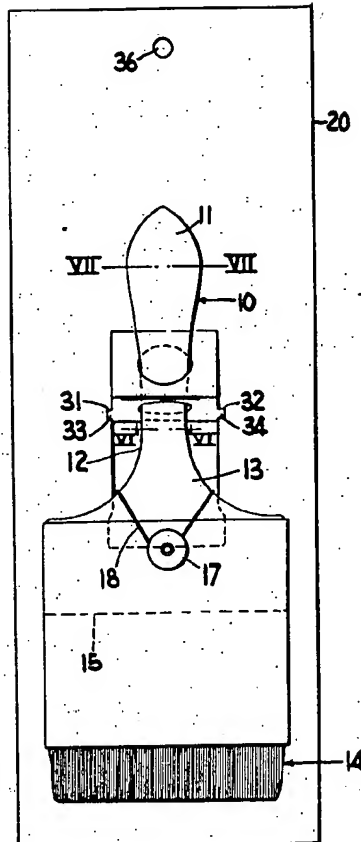


FIG. 3

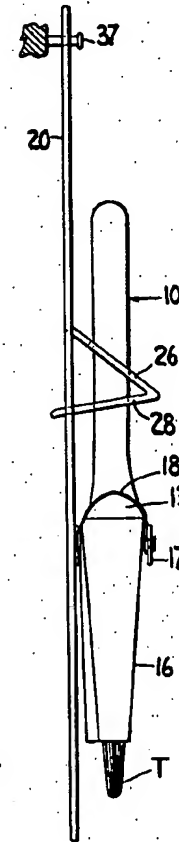


FIG. 4

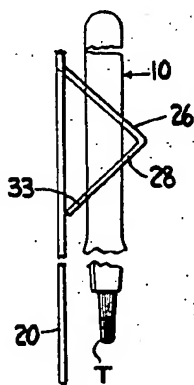


FIG. 5

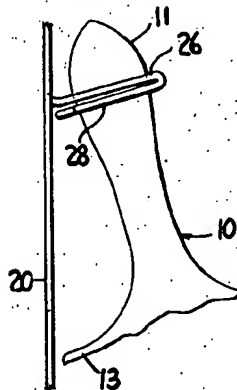


FIG. 6



FIG. 7



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FIG. 8

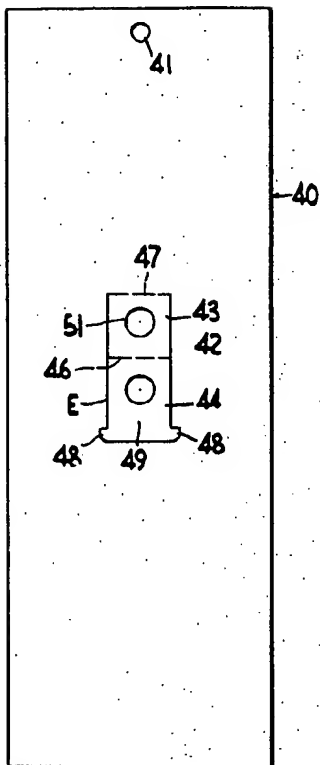


FIG. 9

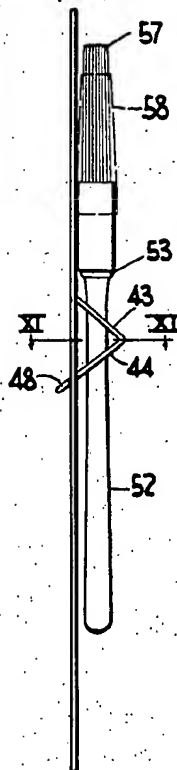


FIG. 10

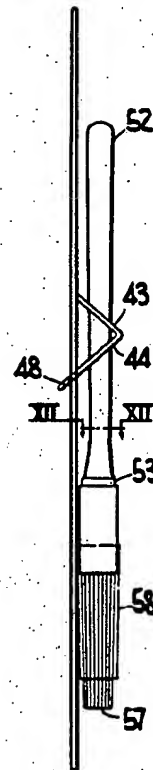


FIG. 11

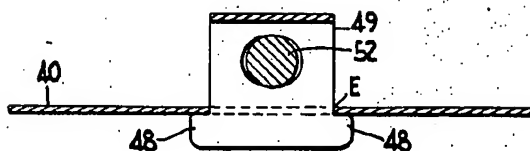


FIG. 12



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2,944,665

BRUSH DISPLAY CARD

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Filed Jan. 31, 1957, Ser. No. 637,503

2 Claims. (Cl. 206—79)

This invention relates to a card for displaying and supporting an article and it has particular relation to a card for advantageously displaying and securely supporting in suspended position, a brush such as is employed in the coating art.

It has previously been common practice to display articles upon cards to which they were attached by tapes, cement, rubber bands, or by inserting in slots or in holes in tabs or flaps formed in or attached to the cards. Many of the cards were designed merely for displaying articles for sale and were not suitable for purposes of employment as a rack or support to which the articles could be attached for storage purposes between periods of use. Likewise, the articles could not conveniently be removed from the card to facilitate examination in the sales room and then returned to the card in their original position.

It is particularly to be emphasized that the presently employed types of display cards are not well adapted for displaying brushes such as are used in the coating arts. This is true because the brushes from the standpoint of display and storage, are somewhat awkward in shape, involving as they do, a large flexible bristle portion which is not well adapted for attachment purposes, and a handle which is often of relatively small section as compared with the bristle portion. Means for securing such an article to a card, should be designed to hold the brush securely, and in a natural, vertically pendant position. At the same time, it should permit easy removal of the brush from the card for examination or for use and should permit the brush to be returned at will to its original position as often as may be desired. This involves a considerable problem which is accentuated in those instances in which it is desirable to suspend the card with the article thereupon from a hook or other attachment. The conventional systems for supporting the articles do not at one and the same time hold the article securely and permit its quick and easy removal or replacement on the card when desired.

This invention comprises the provision of a card-like support for a brush which is simple, but which will efficiently grip a brush by its handle and hold it securely in a pendant position with the tips of the bristles pointed downwardly and which will also permit the brush readily to be removed and returned to its initial position substantially as often as may be desired.

Briefly, as one feature, the invention comprises the provision of a card for display and storage of brushes comprising a flap-like attachment element for the brush handle formed with a hole for the handle, the hole being vertically elongated and of such width as to permit the handle to be inserted when the brush is turned in a plane vertical to the card but being of a width to grip the handle when the brush is rotated into a plane parallel to the card. As a further feature, the invention comprises the provision of an extension upon the flap-like element said extension being united to the flap-like element along a line of fold and being provided with a hole similar to the first mentioned hole and registering with the same

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so that when the extension is folded upon the flap a brush handle may be inserted through both holes by rotating the brush into a plane vertical to the card and the inserted handle may be secured or locked in position by rotating the brush to a plane parallel to the card.

As a still further feature, the invention comprises the provision of notches in the lateral edges of the slot in the card formed by punching the flap and extension, the notches being designed to grip the edges of the extension thus holding the extension and flap in the relationship with considerable rigidity.

For a better understanding of the invention, reference may now be had to the accompanying drawings in which:

Fig. 1 illustrates a card for displaying and holding brushes before the brush is attached.

Fig. 2 is a plan view of the same card with the brush in position thereupon.

Fig. 3 is an edge view of the card and brush as illustrated in Fig. 2.

Fig. 4 is a fragmentary view illustrating the brush handle in its final position in the holes of the flap and its extension.

Fig. 5 is a fragmentary edge view illustrating the insertion of a brush handle into the holes of the holding flap.

Fig. 6 is a sectional view taken substantially upon the line VI—VI of Fig. 4 illustrating a section of a brush handle through its restricted portion.

Fig. 7 is a fragmentary sectional view taken substantially upon the line VII—VII of Fig. 2, through a brush handle substantially at its widest point.

Fig. 8 is a planned view of a supporting card of slightly modified construction and is illustrated as being adapted for supporting a brush having a handle of round section;

Fig. 9 is a side elevational view of the construction shown in Fig. 8 with a brush applied thereto with the bristle portion uppermost;

Fig. 10 is a further side elevational view of the card shown in Fig. 8 but with the bristle portion of a brush thereupon disposed downwardly;

Fig. 11 is a sectional view substantially upon the line XI—XI of Fig. 10;

Fig. 12 is a sectional view taken substantially upon the line XII—XII of Fig. 10.

In the drawings, like numerals refer to like parts throughout.

A brush such as may be supported upon a card in accordance with the provisions of the present invention may be conventional and may conveniently comprise a handle 10 which comprises a relatively wide flared upper portion 11 and a restricted mid portion 12, sections of which are illustrated respectively in Figs. 6 and 7.

The handle also includes a wide shoulder portion 13 holding a flattened bristle portion 14. Means to join the shoulder and the bristles may include a conventional ferrule 15 of sheet metal or the like.

The shoulder portion and the bristles are illustrated as being enclosed in a jacket 16 which may be of paper, sheet plastic such as a transparent sheet of cellophane, aluminum foil or the like. This jacket is shown in the drawings as terminating a substantial distance above the tips of the bristles leaving a portion T, in order to facilitate examination of the latter. The jacket is further illustrated as being provided near its upper edge with conventional fiber discs 17 for the attachment of a cord string 18 adapted to be wrapped around the handle 10 and over the shoulder portion 13 for purposes of holding the jacket securely in place.

The brush jacket is not an essential feature of the invention and may be omitted or replaced by any other convenient covering for the brush bristle portion.

A card for supporting the brush for display or storage

purposes in accordance with the provisions of the present invention is illustrated at 20 and is shown in plan in Fig. 1 as comprising a flap portion 21 formed by a cut C approximating U shape and providing lateral edges 22 and 23 and a transverse lower edge 24. The flap may be integrally united with the body of the card along a line of score X at its upper edge and providing a hinge between the two. Portion 21 includes two sections, the upper one 26 of which is deemed to be more fundamental and includes an ovoid hole 27 having its major axis extending vertically of the hinge and its minor axis extending parallel to the hinge. The hole 27 is of a length a little greater than the width of the upper portion 11 of the brush handle 10, but being of a width slightly greater than that of the restricted portion 12.

The lower section 28 of the flap upon the swinging end of the section 26 is integrally attached along a line of score Y; this line of score also provides a hinge between the two sections which permits the two sections to fold upon each other as in Fig. 5 or to assume a V relationship as shown in Figs. 3 and 4. It will also be observed that the section 28 is formed with a hole 29 substantially corresponding to the hole 27 and being designed substantially to register with the latter when the sections 26 and 28 are replicately folded upon each other.

If desired the edges 22 and 23 of the opening in the card 20 may be provided with notches as at 31 and 32 adapted to receive ear like portions 33 and 34 at or near the lowermost portion of the section 28 of the flap. The latter section is illustrated in Figs. 2 and 3 as being positioned to engage the ears or extensions 33 and 34 in the notches thus more positively locking the sections in predetermined position.

For purposes of permitting the card to be hung in vertical position with the tip portion of a brush upon the card pointed downwardly suitable suspension means may be provided. In the embodiment illustrated, this suspension means comprises a small hole 36 adapted to receive a pin or hook 37 upon any convenient support.

The operation of securing a brush in position upon the card 20 is best illustrated in Figs. 4 and 5. As shown in Fig. 5 the sections 26 and 28 are doubled together in such manner as to bring the two openings 27 and 29 into register. A brush which is to be secured upon the card is then rotated into a plane perpendicular or normal to the plane of the card 20. The wide portion 11 of the handle is then inserted through the registering openings. It is introduced approximately to the point of minimum width after which the brush is rotated about its longitudinal axis a quarter turn, that is through 90 degrees thus disposing the portion 12 transversely with respect to the openings and by reason of the flaring of the brush handle at 11, locking the brush handle so that it can not be withdrawn without actually rotating the brush back to the position illustrated in Fig. 5. This can readily be accomplished by purposeful manipulation but is unlikely to occur by accident. The sections 26 and 28 are allowed to spring apart to the relationship as illustrated in Fig. 4 and the brush will be held very positively without further manipulation. The springing apart of the section obviously tends to produce further gripping action upon the brush handle and will usually maintain the tip T a little above the lower edge of the card and the tip of the handle below the hole 36. However, if desired to maintain the brush at a definite height upon the card, the section 28 of the flap may be doubled back to the position indicated in Fig. 3 and the ears 33 and 34 may be inserted in the notches 31 and 32 thus locking the sections in definite angular position with respect to each other.

In those instances where the section 28 is disposed in a position below the notches 31 and 32, but back of the card, ears 33 and 34 function to lock the flap from displacement from the opening in the card.

It will be apparent that the tip portions of the bristles can readily be inspected while the brush is upon the card but if it is desired to lift or otherwise to handle the brush in the sales room, the separation of brush and card to facilitate such operation, is very simply effected by reversal of the operations already described. Any reasonable number of removals and replacements may be accomplished. The card as thus described is excellent for use in the displaying of brushes in sales room. During such time, the card with a brush in place can be hung up for display. The assembly can also be laid down on a counter, in a show case or in any other convenient place and the brush will stay in place very satisfactorily. Needless to say, the brush and the card may also be stored separately and a card may be added upon the purchase of the brush. This method is perhaps more economical from the standpoint of space. It is likewise within the scope of the invention to place the brush upon the card with the tip portion T uppermost. The brush will still be retained, even though the card is hung or stood vertically.

Single cards may be provided with a plurality of flaps, adapting them to hold several brushes.

It is also obvious that the card may be employed by the user as a device for storing the brush when the latter is idle. For example, the brush after it has been used and cleaned, can be returned to its jacket and then secured to the card in the manner already described after which, the card may be hung up in the manner indicated in Fig. 3 so that the bristles are perfectly straight and free of strain, which is the proper method of storing brushes when not in use.

In the construction as illustrated in Fig. 8 of the drawing a brush supporting card 40 is provided with a hole 41 by means of which the card may be hung upon an appropriate hook. The card is cut as at E along a line which approximates an unciform or U-shape to provide a flap 42 comprising an upper section 43 and a lower section 44 which are hinged together along a line of scoring 46 permitting the two sections to be doubled together in the manner described in connection with the flap portion of the card illustrated in the preceding figures of the drawings. Section 43 is also hinged along a line of scoring 47 at its upper edge and is thus integrally joined with the body of the card.

Section 44 of the flap at its lower corners is provided with lugs or ears 48 which extend laterally and as illustrated in Figs. 9, 10 and 11 are adapted to engage back of the card 40 at the edges formed by cut E. These ears or lugs function to lock the extremity of the section 44 from retraction from the opening formed by the flap as do the ears 33 and 34 shown in Figs. 1 through 7.

As shown in Fig. 8, the sections 43 and 44 of the flap are provided with openings 49 and 51 which when the sections of the flap are doubled upon each other as illustrated in Figs. 9 and 10 are in register with each other to permit insertion of a brush handle. These openings are shown as being round, though they could also be formed of oval, square or other appropriate outline. The round openings are well adapted to receive a handle portion 52 of a brush having shoulders 53 and bristles 57 of conventional type secured thereupon in well known manner. In this embodiment of the invention the handle 52 may be round. This type of handle does not afford the locking engagement obtained by use of handles of flat section and as illustrated in Figs. 1 through 7. However, in many instances the brush can be inserted in the openings in the sections 43 and 44 in inverted position as illustrated in Fig. 9. The card may then be hung upon a nail or other appropriate hook and the shoulders 53 will positively prevent downward displacement of the brush. Although the brush is less securely held, it may also be inserted with the bristle portion pointed downwardly as illustrated in Fig. 10. When it is so inserted the gripping action afforded by the sections 43 and 44

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tending to spring apart into angular relation is usually sufficient to hold the brush. This is especially true in those instances in which the brush handle is tapered toward the bristle portion as illustrated in the drawings so that the outer portion of the handle is of greater diameter than the portion near the shoulders 53.

Brush jacket 58 is also indicated, but is an optional feature. It may be of paper, transparent plastic, or the like.

In the embodiments of the invention as illustrated in the drawings, the sections 26 and 28 as well as 43 and 44 constituting the brush supporting flap are struck integrally from the card. It will be apparent, however, that if desired, the elements 26 and 28 or 43 and 44 could be formed as separate units and secured upon the card with conventional wire staples.

It will be apparent that the forms of the invention as herein described are by way of illustration. Obviously, numerous modifications may be made therein without departure from the spirit of the invention or the scope of the appended claims.

I claim:

1. As an article of merchandise, a brush and a display card upon which said brush is mounted, said brush comprising a flattened bristle portion having a handle which is also flattened in the plane of the bristle portion and being restricted in width near the bristle portion and flared in width away from said bristle portion, and being of greater width than thickness at its wide portion, said card having a flap formed by a cut substantially of U-shape and having a hinge connection with the card provided by a line of score disposed transversely of the flap near the end of the cut, the flap being formed of an upper section and a lower section, the sections also having a hinge formed between them by a line of score extending parallel to the first-mentioned line of score, said sections both having ovoid openings formed therein and being adapted to register with each other when the sections are folded together, said openings receiving the handle of the brush, the openings having their major axes perpendicular to the lines of score in said flap and their minor axes in parallel to the lines of score, the minor axes of the openings substantially corresponding in width to the width of the brush handle to be held, in the zone of restriction, and the major axes of the openings substantially corresponding in width to the width of the flared portion of the handle when the sections of the flap are folded upon each other, whereby the flaps can be folded upon each other and hinged toward vertical position with respect to the card, and the handle of a brush in a plane vertical to the card and the folded flap can be inserted in the openings of the flap, and the brush can then be rotated a quarter-turn about its own longitudinal axis to a plane parallel to the card, whereby to lock the brush handle in the openings, said sections of the flap being

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folded to provide an inverted V, and the handle of said brush being inserted in the openings in the sections of the flap and being rotated to lock the same in position.

2. As an article of merchandise, a brush and a display card upon which said brush is mounted, said brush comprising a flattened bristle portion having a handle which is also flattened in the plane of the bristle portion and being restricted in width near the bristle portion and flared in width away from said bristle portion and being of greater width than thickness at its wide portion, said card having a flap formed by a cut substantially of U-shape and having a hinge connection with the card provided by a line of score disposed transversely of the flap near the end of the cut, the flap being formed of an upper section and a lower section, the sections also having a hinge formed between them by a line of score extending parallel to the first-mentioned line of score, said sections both having ovoid openings formed therein and being adapted to register with each other when the sections are folded together, said openings receiving the handle of the brush, the openings having their major axes perpendicular to the lines of score in said flap and their minor axes in parallel to the lines of score, the minor axes of the openings substantially corresponding in width to the width of the brush handle to be held, in the zone of restriction, and the major axes of the openings substantially corresponding in width to the width of the flared portion of the handle when the sections of the flap are folded upon each other, whereby the flaps can be folded upon each other and hinged toward vertical position with respect to the card, and the handle of a brush in a plane vertical to the card and the folded flap can be inserted in the openings of the flap, and the brush can then be rotated a quarter-turn about its own longitudinal axis to a plane parallel to the card, whereby to lock the brush handle in the openings, said sections of the flap being folded to provide an inverted V, and the handle of said brush being inserted in the openings in the sections of the flap and being rotated to lock the same in position, the edges of the V-shaped cut having a pair of opposed notches formed therein and the tip portion of the lower section of the flap being flared and the edges of the flared portion being disposed in the notches, whereby to lock the flaps in predetermined angular relationship with respect to each other and with respect to the card.

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